

Message Text

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AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 0242

BRUSSELS FOR ROD GRANT

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJ: ADDITIONAL POSSIBLE INCOMING TRADE MISSIONS

REF: DEPT A-6967, THE HAGUE 201

1. PLEASE PASS EMBASSY MESSAGE QUOTED IN HAGUE 201 PARA 3
TO THE FOLLOWING ADDITIONAL ADDRESSEES. BACKGROUND IS SAME
AS GIVEN IN HAGUE 201 PARA 1.

(A) NATIONAL HOTEL-MOTEL EXPOSITION 141 WEST 51ST STREET,
NYC 10019 FOR ITS NOVEMBER 1974 AND 1975 EDITIONS TO BE HELD
IN NYC.

(B) ATOMFAIR, 14 WEST 40TH STREET, NYC 10018 FOR ITS ATOMFAIR
SCHEDULED FOR WASHINGTON, D.C. NOVEMBER 1974.

(C) MR. THOMAS W. SHEA, MANAGING DIRECTOR AT 1326 FREEPORT ROAD,
PITTSBURGH, PENN. 15238 FOR THE NATIONAL MATERIAL HANDLING
SHOW, DETROIT, APRIL-MAY 1974.

(D) MR. LEWIS H. ROGERS, VICE PRESIDENT AT AIR POLLUTION CONTROL
ASSOCIATION, 4400 FIFTH AVENUE, PITTSBURGH 15213 FOR 1974
AND 1975 INTERNATIONAL CLEAN AIR CONGRESS LAST HELD JUNE 1973 IN
CHICAGO.

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(E) MR. THOMAS C. AKAS, PUBLIC RELATIONS MANAGER AT 20501

FORD ROAD, DEARBORN, MICHIGAN 48128 FOR THE INTERNATIONAL TOOL EXPOSITION AND ENGINEERING CONFERENCE, APRIL 29-MAY 3, 1974 IN PHILADELPHIA AND ALSO THE 1975 EDITION.

(F) MR. ROBERT A. CANHAM, SECRETARY AT 3900 WISCONSIN AVENUE N.W., WASHINGTON 20016 FOR THE 1974 AND 1975 WATER POLLUTION CONTROL FEDERATION ANNUAL CONFERENCE LAST HELD SEPTEMBER 1973 IN CLEVELAND.

(G) NATIONAL MACHINE TOOL BUILDERS ASSOCIATION, 7901 WEST PARK DRIVE, MCLEAN, VIRGINIA 22101 FOR THE 1974 AND 1975 INTERNATIONAL MACHINE TOOL SHOW IN CHICAGO.

(H) MR. JOHN G. MOHAY, VICE PRESIDENT AT 734-15TH STREET N.W. WASHINGTON 20005 FOR THE 1974 AND 1975 INTERNATIONAL INDEPENDENT MEAT PACKERS ASSOCIATION ANNUAL MEETING AND EXPOSITION LAST HELD MAY 1973 IN CHICAGO, ILLINOIS.

(IL MR. DINNIS S. CORCORAN, EXPOSITION DIRECTOR AT 390 NATIONAL PRESS BUILDING, WASHINGTON 20004 FOR THE 1975 MENSWEAR RETAILERS OF AMERICAN CONVENTION AND EXPOSITION 1974 VERSION OF WHICH BEING HELD THIS MONTH IN DALLAS, TEXAS.

(J) FOOD AND DAIRY EXPOSITION 74 BEING HELD DALLAS NEXT OCTOBER AS ORGANIZED FROM ITS HEADQUARTERS AT 5530 WISCONSIN AVENUE N.W. WASHINGTON 20015.

2. SPECIAL NOTE FOR COMMERCE: DILIGENTIA AS PUBLISHER OF DUTCH TRADE JOURNAL "COMPUTABLE" WAS CO-SPONSOR OUR NOVEMBER 28-29 CHARTER FLIGHT TO US SYSTEMS 73 EXHIBITION IN MUNICH (79 DUTCH PARTICIPANTS AND PROJECTED SALES TO DUTCH OF 1.1 MILLION DOLLARS). AND IS NOW INTERESTED IN CONSIDERING FURTHER GROUP FLIGHT PROJECTS TO AMERICAN SHOWS IN BOTH US AND EUROPE. WE HELD MEETING JANUARY 9 WITH TWO DILIGENTIA EXECUTIVES WHO SELECTED US EVENTS LISTED IN THIS PRESENT CABLE AND ALSO SIMILAR CABLES SENT WITHIN LAST WEEK AS CANDIDATE GROUP TRIPS TO BE FURTHER CONSIDERED UPON RECEIPT OF MORE DETAILED INFORMATION. WHILE US EVENTS NAMED THIS CABLE ARE LAST OF THOSE SELECTED JANUARY 9 THE SEVERAL LISTINGS OF US EVENTS WE BROUGHT TO MEETING WERE LEFT WITH DILIGENTIA REPRESENTATIVES AT THEIR REQUEST

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FOR MORE METHODOICAL REVIEW AND PERHAPS ADDITIONAL SELECTIONS BY COMPA NY'S DEPARTMENT HEADS, EDITORIAL CHIEFS, ETC. WE ASSURED REPS OF EMBASSY AND COMMERCE READINESS ASSIST IN SECURING MATERIAL ON US EVENTS IDENTIFIED AT OUR MEETING AND ALSO FOR ANY LATER SELECTIONS THEIR COMPANY COLLEAGUES COME TO BELIEVE OFFER GOOD PROSPECTS FOR GROUP TRIPS TO US.

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